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Title:

Statement: Launching of the Keep Australia Beautiful national week in South Australia

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STATEMENT

from the Premier

Date..... June 23, 1975

Embargo.....

State Administration Centre,
Victoria Square, Adelaide,
South Australia 5001
228 4811

LAUNCHING OF THE KEEP AUSTRALIA BEAUTIFUL NATIONAL WEEK IN SOUTH AUST.

The State Government intends shortly to launch a massive anti-litter programme in South Australia, the Premier, Mr. Dunstan, announced today.

He said that the detailed proposals for the campaign would be included in his Policy Speech and a subsequent election policy statement.

Mr. Dunstan said that "if South Australians were really concerned about the environment, then they would have to become personally involved in actions to protect it".

He was launching the Keep Australia Beautiful National Week in South Australia.

Mr. Dunstan said that the National Week organisation and the activities of KESAB in South Australia, had created a situation in South Australia that now enabled people properly to understand the extent of the litter pollution problem.

He said the visual and environmental pollution resulting from unnecessary commercial packaging was a worldwide and growing problem.

"Any beach in summer - any hills park - any country roadside - shows how insidiously creeping and damaging the litter problem has become".

The Premier said that there were many levels upon which an anti-litter programme had to be based.

"One of these is the encouragement of a very high state of public awareness and participation in the anti-litter campaign. Industry must also be encouraged to produce the widest possible range of degradable and environmentally benign packaging products and processes".

The Premier said that the Government did not wish anti-litter environmental actions to be a matter of pious posturing by Government and public authorities.

"We intend to take effective action to eliminate visual pollution in both urban and rural situations and that means our programme will have some muscle to it".



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